

## ABSTRACT

A product demand forecasting system includes a profile extractor that generates a demand profile of a new product yet to be introduced based on demand profiles of similar products already introduced. The profile extractor normalizes and averages the demand profiles of the similar products to obtain the demand profile of the new product. The forecasting system also includes a life-cycle demand predictor that generates a total life-cycle demand of the new product based on historical demand data of the similar products. A forecast creator is then coupled to the profile extractor and the demand predictor to generate a life-cycle demand forecast for the new product based on the demand profile and total life-cycle demand of the new product. A method of providing a life-cycle product demand forecast for a new product yet to be introduced is also described.